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Home Appliance *NewsLine*

An AHAM Bulletin to Editors

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SECOND-BEST JANUARY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- January shipments of major home appliances exceeded 4 million units for only the second time in history, reports the Association of Home Appliance Manufacturers (AHAM).

Over 4.1 million units were shipped in January, about 100,000 units fewer than the January record set in 1987, but 400,000 units more than the year-ago level. Total monthly shipments were up 10.7% from 1988.

All 12 product categories contributed to the excellent January by exceeding their year-ago levels, with four showing double-digit increases.

Room air conditioner shipments (352,100 units) made the most dramatic increase (up 76.3%) as field inventories, depleted by last summer's record heatwave began to rebuild.

Shipments of home laundry equipment also were strong in January, with automatic washers (553,400 units) and gas dryers (96,600 units) reaching their highest January levels ever. Shipments of electric dryers (339,600 units) followed a similar pattern, achieving a second-highest January level ever for the product.

With the employment rate, disposable income and other factors affecting the economic climate remaining positive, consumer demand for major appliances is likely to continue near its current pace, according to AHAM.

Last year, shipments exceeded 49.2 million units, and in 1987, they reached a record 49.9 million units.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
January, 1989

	JANUARY 1989	JANUARY 1988	% Change
ALL MAJOR APPLIANCES**	4,105.4	3,707.8	10.7%
COOKING - TOTAL	1,443.6	1,336.1	8.0%
ELECTRIC RANGES - TOTAL	244.9	235.4	4.0%
Free Standing	193.2	188.1	2.7%
Built-in	51.7	47.2	9.5%
GAS RANGES - TOTAL	158.4	158.0	0.3%
Free Standing	149.8	148.2	1.1%
Built-in	8.6	9.8	-12.2%
MICROWAVE OVENS/RANGES***	1,054.3	957.6	10.1%
HOME LAUNDRY - TOTAL	989.7	932.6	6.1%
AUTOMATIC WASHERS	553.4	519.4	6.5%
DRYERS - TOTAL	436.3	413.2	5.6%
Electric	339.6	321.2	5.7%
Gas	96.6	91.9	5.1%
KITCHEN CLEAN UP - TOTAL	737.0	684.1	7.7%
DISPOSERS	391.2	361.3	8.3%
DISHWASHERS - TOTAL	326.4	307.1	6.3%
Built-in	302.6	282.6	7.1%
Portable	23.8	24.5	-2.9%
COMPACTORS	19.4	15.8	22.8%
FOOD PRESERVATION - TOTAL	559.9	537.1	4.2%
REFRIGERATORS	466.4	445.9	4.6%
FREEZERS - TOTAL	93.5	91.2	2.5%
Chest	49.6	50.0	-0.8%
Upright	43.9	41.2	6.6%
HOME COMFORT - TOTAL	375.2	217.8	72.3%
ROOM AIR CONDITIONERS	352.1	199.7	76.3%
DEHUMIDIFIERS	23.2	18.1	28.2%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.